

March 29, 2007

Marine Life Protection Act Initiative
c/o California Resources Agency
1416 Ninth Street, Suite 1311
Sacramento Ca. 95814
Attn: Melissa Miller-Henson

I would like to be considered for appointment to the Regional Stakeholders Group for the MLPA North Central Coast Study Region.

For the last 14 years I have owned and operated the Outdoor Pro Shop – a retail fishing tackle dealer with two stores. I market specifically to the recreational sportfishing community and derive all of my revenues from this market segment. Both of my stores are located in the San Francisco Bay Area, and for the calendar year of 2006 serviced approximately 75,000 customers.

The decisions coming out of this phase of the MLPA will have an impact on my business and all the customers I serve, and therefore I am extremely interested in the outcome. Businesses like mine are the backbone of the infrastructure the recreational community relies on, and we represent valued elements of the business communities where we reside.

I share everyone's dream to have our oceans protected and our fish stocks and their habitat enhanced. I am also a believer that, when supported with sound scientific evidence, recreational sportfishing should be allowed to continue with healthy non-harmful methods.

I fully understand that the required time to be a member of this group is substantial and I am prepared to meet the commitment. I believe I can contribute unbiased, educated opinions to the MLPA process and look forward to your consideration.

Sincerely,

Ken Elie
President
Outdoor Pro Shop
Rohnert Park, CA